



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

<u>Contract / Revision</u> 589224 /		<u>Alt Order #</u> 07917366
<u>Product</u> API TARGET 2012		
<u>Contract Dates</u> 11/12/12 - 11/18/12		<u>Estimate #</u> //3299
<u>Advertiser</u> American Petroleum Institute		<u>Original Date / Revision</u> 11/09/12 / 11/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8201	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	11/12/12	11/18/12	Newschannel 3 News	6-7am		:30			NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	-1-1---				2	\$335.00			
N 2	3	11/12/12	11/18/12	CBS This Morning	7-9a		:30			NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	-1-1---				2	\$240.00			
N 3	3	11/12/12	11/18/12	Price Is Right	11am-12n		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	-1-11--				3	\$475.00			
N 4	3	11/13/12	11/13/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	-T-----				1	\$380.00			
N 5	3	11/15/12	11/15/12	Newschannel 3 News	5-530pm		:30			NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	---T---				1	\$380.00			
N 6	3	11/12/12	11/18/12	Newschannel 3 News	530-6pm		:30			NM	2	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	--1-1--				2	\$430.00			
N 7	3	11/12/12	11/18/12	Newschannel 3 News	6-630pm		:30			NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	-1-11--				3	\$525.00			
N 8	3	11/12/12	11/18/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	-11----				2	\$760.00			
N 9	3	11/18/12	11/18/12	Face the Nation	1030-11am		:30			NM	1	\$665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/12/12	11/18/12	-----S				1	\$665.00			
Totals											17	\$7,955.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/18/12	17	\$7,955.00	\$6,761.75
Totals	17	\$7,955.00	\$6,761.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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11/12/12 - 11/18/12	API TARGET 2012	//3299

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Petroleum Insti	11/09/12 / 11/09/12

Signature: _____ **Date:** _____

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